A STUDY ON THE LANGUAGE USED ON ADVERTISEMENTS IN COSMOPOLITAN MAGAZINE

THESIS

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ENGLISH DEPARTMENT
FACULTY OF LETTERS
JEMBER UNIVERSITY
2013
A STUDY ON THE LANGUAGE USED ON ADVERTISEMENTS IN COSMOPOLITAN MAGAZINE

THESIS

A thesis presented to English Department, Faculty of Letters, Jember University as one of the requirements to get the award of Sarjana Sastra degree in English Studies

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DEDICATION PAGE

With sincerity and love, I proudly dedicate this thesis to:

1. My beloved parents, Kamah and Suparman. Thank you for your prayers, encouragements and endless efforts;
2. My beloved brother, Eko Purnomo. Thank you for your support and prayers;
3. My sincerely love, Brippol, Dimas Fibianto R. L., S.H. Thank you for your support and love;
MOTTO

A miracle is another name for hard work.

(Kang Tae Jun)
in “To the Beautiful You (Hanakimi Korean Version Drama)”*
DECLARATION

I hereby declare that the thesis entitled: A Study on the Language Used on Advertisements in Cosmopolitan Magazine is an original work, except the quotation. I declare that the analysis and the research described in this thesis have not already been submitted for any other degree or any publications.

I certify to the best of my knowledge that all sources used and any help received in the preparation of this thesis have been acknowledged.

Jember, January 16th, 2013

The Writer

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ABSTRACT

A Study on the Language Used on Advertisements in Cosmopolitan Magazine.
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Advertisement is an announcement that is shown to the public to help selling a product. Advertisement is a form of communication that bridges the communication between the producer and the consumer. The massive circulation of electronic and printed advertisements in society becomes an interesting thing. Concerning the case, the purposes of this study are to analyze the characteristics and the purposes of the words used on advertisements in Cosmopolitan magazine. This study was conducted by using deskwork or library research method. While, descriptive method is used to analyze the problems. The first result of this study shows that there are forty words of particular meaning found in the advertisement sentences. Twenty three words are categorized in denotative meaning. Meanwhile, seventeen words are categorized in connotative meaning. The second result of this study shows that the purposes of words used on those advertisements were to represent the target market or the image of the advertised product.

Key words: advertisement, meaning, word used.
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Jember, January 2013

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# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRONTISPICE</td>
<td>i</td>
</tr>
<tr>
<td>DEDICATION PAGE</td>
<td>ii</td>
</tr>
<tr>
<td>MOTTO</td>
<td>iii</td>
</tr>
<tr>
<td>DECLARATION</td>
<td>iv</td>
</tr>
<tr>
<td>APPROVAL SHEET</td>
<td>v</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>vi</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>vii</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>viii</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>x</td>
</tr>
<tr>
<td>LIST OF APPENDICES</td>
<td>xi</td>
</tr>
<tr>
<td>CHAPTER 1. INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>1.1 The Background of the Study</td>
<td>1</td>
</tr>
<tr>
<td>1.2 The Problems to Discuss</td>
<td>3</td>
</tr>
<tr>
<td>1.3 The Scope of the Study</td>
<td>3</td>
</tr>
<tr>
<td>1.4 The Goals of the Study</td>
<td>3</td>
</tr>
<tr>
<td>1.5 The Significances of the Study</td>
<td>4</td>
</tr>
<tr>
<td>1.6 The Organization of the Thesis</td>
<td>4</td>
</tr>
<tr>
<td>CHAPTER 2. THEORETICAL REVIEW</td>
<td>5</td>
</tr>
<tr>
<td>2.1 The Theory of Semantics</td>
<td>5</td>
</tr>
<tr>
<td>2.2 Advertisement</td>
<td>6</td>
</tr>
<tr>
<td>2.2.1 The Definition of Advertisement</td>
<td>6</td>
</tr>
<tr>
<td>2.2.2 The Kinds of Advertisement</td>
<td>6</td>
</tr>
<tr>
<td>2.3 Leu’s Characteristics of Words Used in Advertisement</td>
<td>7</td>
</tr>
</tbody>
</table>
2.4 The Purposes of Advertisement ........................................ 9

CHAPTER 3. RESEARCH METHODOLOGY .................................. 12
3.1 The Type of Research .................................................. 12
3.2 The Type of Data ...................................................... 13
3.3 The Data Collection ................................................... 13
3.4 The Data Analysis ...................................................... 13

CHAPTER 4. RESULT AND DISCUSSION ................................ 15
4.1 The Characteristics of Words Used in *Cosmopolitan* Magazine Advertisements .............................................. 15
   4.1.1 The Result of Determining the Particular Words Used in *Cosmopolitan* Magazine Advertisements .................. 15
   4.1.2 The Discussion of the Result of the Determining Words Used in *Cosmopolitan* Magazine Advertisements ............... 17
4.2 The Discussion of the Purposes of Words Used in *Cosmopolitan* Magazine Advertisements ................................ 32
   4.2.1 The Advertisements in *Cosmopolitan* Magazine that Use Dogmatic Approach ........................................ 33
   4.2.2 The Advertisements in *Cosmopolitan* Magazine that Use Reason-why Approach ...................................... 34
   4.2.3 The Advertisements in *Cosmopolitan* Magazine that Use Emotional Approach ........................................ 36
   4.2.4 The Advertisements in *Cosmopolitan* Magazine that Use Combination Approaches (Reason-why and Emotional Approach) .................................................. 36

CHAPTER 5. CONCLUSION ...................................................... 41
5.1 Conclusion ............................................................. 41
5.2 Suggestions ............................................................. 41
REFERENCES ........................................................................................................... 43
APPENDICES ......................................................................................................... 45
LIST OF TABLES

4.1.1 The Particular Words Found ................................................................. 16
4.1.2 The Classification of the Characteristics of Words Found .................... 31
4.2 The Classification of the Purposes of Words Used in *Cosmopolitan*
Magazine Advertisements ........................................................................ 39
LIST OF APPENDICES

A. The Advertisement of LG Hand Phone .................................................. 45
B. The Advertisement of Yoplait Expresse Yogurt .................................. 46
C. The Advertisement of Concord Watch .................................................. 47
D. The Advertisement of Breitling Watch ................................................ 48
E. The Advertisement of Swatch Watch ..................................................... 49
F. The Advertisement of Godiva Chocolate .............................................. 50
G. The Advertisement of Remy Martin Drink .......................................... 51
H. The Advertisement of Nissan Sentra Sedan ......................................... 52
I. The Advertisement of Allianz Group Insurance ................................... 53
J. The Advertisement of Secret Sheer Dry Anti-Perspirant and Deodorant .. 54
K. The Advertisement of Shiseido Skincare ............................................ 55
L. The Advertisement of Kellog’s Nutri-Grain ........................................ 56
M. The Advertisement of Pantene Pro-V Shampoo .................................. 57
N. The Advertisement of Matrix Amplify Volumizing System ................. 58
O. The Advertisement of Blistex Lip Ointment ........................................ 59
P. The Advertisement of Boeing Airplane ................................................. 60
Q. The Advertisement of Mild Seven Cigarette ...................................... 61
R. The Advertisement of Balance Oasis Strawberry Cheesecake ............. 62
S. The Advertisement of Sharp Notebook .............................................. 63
T. The Advertisement of Regent Singapore Hotel .................................. 64

xii